

What is claimed is:

1. Decorative elements having a holographic image thereon, wherein the decorative elements are produced by a method comprising the steps of:

providing a holographic material produced by a continuous process

comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

embossing the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the

holographic material from the polished surface of the printing element; and

cutting the holographic material into decorative elements wherein at least a portion of the decorative elements have a holographic image thereon.

2. Decorative elements having a holographic image thereon of claim 1 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a cylindrical drum and a roller.

3. Decorative elements having a holographic image thereon of claim 1 wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

4. Decorative elements having a holographic image thereon of claim 1 wherein, in the step of applying a coating in the process of producing a holographic material, the coating is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

5. Decorative elements having a holographic image thereon of claim 1 wherein, in the step of providing a holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

6. Decorative elements having a holographic image thereon of claim 1 wherein the substrate has a substantially rough, textured surface.

7. Decorative elements having a holographic image thereon of claim 1 wherein the substrate has a smooth surface.

8. Decorative elements having a holographic image thereon of claim 1 wherein, in the step of cutting the holographic material to provide decorative elements, the decorative elements are selected from the group consisting of decorative flakes, glitter, confetti, tinsel, decals, labels, stickers, sequins, segments of decorative grass and combinations thereof.

9. Decorative elements having a holographic image thereon of claim 1, wherein the method of claim 1 further comprises the step of laminating a transparent

polymeric film to the holographic material prior to cutting the holographic material into decorative elements.

10. Decorative elements having a holographic image thereon, wherein the decorative elements are produced by a method comprising the steps of:

- providing a holographic material produced by a continuous process comprising the steps of:

- providing a printing element having a polished surface;

- applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

- embossing the coated surface to provide an image on the coating;

- applying a metallic constituent or component to the image to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

- applying a bonding material to the first surface of the holographic image; and

- disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly

connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element; and

cutting the holographic material to provide decorative elements wherein at least a portion of the decorative elements have a holographic image thereon.

11. Decorative elements having a holographic image thereon of claim 10 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a cylindrical drum and a roller.

12. Decorative elements having a holographic image thereon of claim 10 wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

13. Decorative elements having a holographic image thereon of claim 10 wherein, in the step of applying a coating in the process of producing a holographic material, the coating is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-

metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

14. Decorative elements having a holographic image thereon of claim 10 wherein, in the step of providing a holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

15. Decorative elements having a holographic image thereon of claim 14 wherein the substrate has a substantially rough, textured surface.

16. Decorative elements having a holographic image thereon of claim 14 wherein the substrate has a smooth surface.

17. Decorative elements having a holographic image thereon of claim 10 wherein, in the step of cutting the holographic material to provide decorative elements, the decorative elements are selected from the group consisting of decorative flakes, glitter, confetti, tinsel, decals, labels, stickers, sequins, segments of decorative grass and combinations thereof.

18. Decorative elements having a holographic image thereon of claim 10, wherein the method of claim 10 further comprises the step of laminating a transparent polymeric film to the holographic material prior to cutting the holographic material into decorative elements.

19. Decorative elements having a holographic image thereon, wherein the decorative elements are produced by a method comprising the steps of:

providing a holographic material produced by a continuous process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element; and

cutting the holographic material into decorative elements wherein at least a portion of the decorative elements have a holographic image thereon.

20. Decorative elements having a holographic image thereon of claim 19 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a cylindrical drum and a roller.

21. Decorative elements having a holographic image thereon of claim 19 wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

22. Decorative elements having a holographic image of claim 19 wherein, in the step of applying a coating in the process of producing a holographic

material, the coating is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

23. Decorative elements having a holographic image thereon of claim 19 wherein, in the step of providing a holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

24. Decorative elements having a holographic image thereon of claim 23 wherein the substrate has a substantially rough, textured surface.

25. Decorative elements having a holographic image thereon of claim 23 wherein the substrate has a smooth surface.

26. Decorative elements having a holographic image thereon of claim 19 wherein, in the step of cutting the holographic material to provide decorative elements, the decorative elements are selected from the group consisting of decorative flakes, glitter, confetti, tinsel, decals, labels, stickers, sequins, segments of decorative grass and combinations thereof.

27. Decorative elements having a holographic image thereon of claim 19 wherein the method of claim 19 further comprises the step of laminating a transparent polymeric film to the holographic material prior to cutting the holographic material into decorative elements.

28. Decorative elements having a holographic image thereon, wherein the decorative elements are produced by a method comprising the steps of:

- providing a holographic material produced by a continuous process comprising the steps of:

- providing a printing element having a polished surface;

- applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

- engraving the coated surface to provide an image on the coating;

- applying a metallic constituent or component to the image to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image; and
disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material and thus removing the holographic material from the polished surface of the printing element; and
cutting the holographic material to provide decorative elements wherein at least a portion of the decorative elements have a holographic image thereon.

29. Decorative elements having a holographic image thereon of claim 28 wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a cylindrical drum and a roller.

30. Decorative elements having a holographic image thereon of claim 28 wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

31. Decorative elements having a holographic image thereon of claim 28 wherein, in the step of applying a coating in the process of producing a holographic material, the coating is selected from the group consisting of metallic polymeric film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized film glitter mixed with a lacquer, and combinations thereof.

32. Decorative elements having a holographic image thereon of claim 28 wherein, in the step of providing a holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

33. Decorative elements having a holographic image thereon of claim 32 wherein the substrate has a substantially rough, textured surface.

34. Decorative elements having a holographic image thereon of claim 32 wherein the substrate has a smooth surface.

35. Decorative elements having a holographic image of claim 28 wherein, in the step of cutting the holographic material to provide decorative elements, the decorative elements are selected from the group consisting of decorative flakes,

glitter, confetti, tinsel, decals, labels, stickers, sequins, segments of decorative grass and combinations thereof.

36. Decorative elements having a holographic image thereon of claim 28 wherein the method of claim 28 further comprises the step of laminating a transparent polymeric film to the holographic material prior to cutting the holographic material into decorative elements.